



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

# CONTRACT

<u>Contract / Revision</u> 480362 /		<u>Alt Order #</u> 06180278
<u>Product</u> NRCC IE 2012		
<u>Contract Dates</u> 09/14/12 - 09/20/12		<u>Estimate #</u> 2599
<u>Advertiser</u> NRCC		<u>Original Date / Revision</u> 06/14/12 / 08/10/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 155	<u>Product Code</u> 426
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**National Media Research Planning & Placement**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	09/14/12	09/14/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----2--				2	\$1,200.00			
N 2	KVVU	09/14/12	09/14/12	Fox 5 News at 5	5-530p		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----1--				1	\$375.00			
N 3	KVVU	09/14/12	09/14/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	1	\$285.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----1--				1	\$285.00			
N 4	KVVU	09/14/12	09/14/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----1--				1	\$385.00			
N 5	KVVU	09/14/12	09/14/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----1--				1	\$550.00			
N 6	KVVU	09/14/12	09/14/12	Extra	M-F 7-730p		:30			NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----1--				1	\$385.00			
N 7	KVVU	09/14/12	09/14/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----1--				1	\$475.00			
N 8	KVVU	09/14/12	09/14/12	TMZ	730-8p		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----1--				1	\$525.00			
N 9	KVVU	09/14/12	09/14/12	House	Fri 8p-9p		:30			NM	1	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----1--				1	\$1,850.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	09/10/12-09/16/12	House	Fri 8p-9p	-----F-----	:30		<del>\$1,850.00</del>	NM		
			See MG 9.2									
	2	KVVU	09/10/12-09/16/12	Touch	Fri 8p-9p	-----F-----	:30		\$1,850.00	NM		
	Ⓜ MG for 9.1 09/14											

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u>	<u>Alt Order #</u>
480362 /	06180278

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/14/12 - 09/20/12	NRCC IE 2012	2599

<u>Advertiser</u>	<u>Original Date / Revision</u>
NRCC	06/14/12 / 08/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 10	KVVU	09/14/12	09/14/12	More M-F 9-10a	M-F 9a-10a		:30			NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----1--				1	\$170.00			
N 11	KVVU	09/14/12	09/14/12	Bones	Fri 9p-10p		:30			NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----1--				1	\$1,750.00			
N 12	KVVU	09/17/12	09/17/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	2-----				2	\$1,200.00			
N 13	KVVU	09/17/12	09/17/12	Fox 5 News at 5	5-530p		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$375.00			
N 14	KVVU	09/17/12	09/17/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$385.00			
N 15	KVVU	09/17/12	09/17/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$550.00			
N 16	KVVU	09/17/12	09/17/12	Extra	M-F 7-730p		:30			NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$385.00			
N 17	KVVU	09/17/12	09/17/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$475.00			
N 18	KVVU	09/17/12	09/17/12	TMZ	730-8p		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$525.00			
N 19	KVVU	09/17/12	09/17/12	More M-F 9-10a	M-F 9a-10a		:30			NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$170.00			
N 20	KVVU	09/17/12	09/17/12	MasterChef	Mon 9p-10p		:30			NM	1	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$3,250.00			
N 21	KVVU	09/15/12	09/15/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----2-				2	\$625.00			
N 22	KVVU	09/15/12	09/15/12	NCAA Football Late Game	NCAA Football Lat		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1-				1	\$850.00			
N 23	KVVU	09/16/12	09/16/12	NFL Late Game	NFL Late Game		:30			NM	1	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1				1	\$4,750.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	09/10/12-09/16/12	NFL Late Game	NFL Late Game	-----Su	:30		\$4,750.00	NM		
	See MG 23.2											
	2	KVVU	09/16/12-09/16/12	NFL Early Game	NFL Early Game	-----Su	:30		\$4,750.00	NM		
	Ⓜ MG for 23.1 09/16											
N 24	KVVU	09/16/12	09/16/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	2	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----2				2	\$925.00			

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Advertiser	Original Date / Revision
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-1-----				1	\$285.00			
N 40	KVVU	09/18/12	09/18/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-1-----				1	\$385.00			
N 41	KVVU	09/18/12	09/18/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-1-----				1	\$550.00			
N 42	KVVU	09/18/12	09/18/12	MORE Access	6-7pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-1-----				1	\$300.00			
N 43	KVVU	09/18/12	09/18/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-1-----				1	\$475.00			
N 44	KVVU	09/18/12	09/18/12	TMZ	730-8p		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-1-----				1	\$525.00			
N 45	KVVU	09/18/12	09/18/12	Masterchef	Tue 8p-9p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-1-----				1	\$2,900.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	KVVU	09/17/12-09/23/12	Masterchef	Tue 8p-9p	-Tu-----	:30	\$2,900.00	NM		
		See MG 46.2										
N 46	KVVU	09/18/12	09/18/12	Masterchef	Tue 9p-10p		:30			NM	1	\$4,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-1-----				1	\$1,525.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	KVVU	09/17/12-09/23/12	Masterchef	Tue 9p-10p	-Tu-----	:30	\$1,525.00	NM		
		See MG 46.2										
		2	KVVU	09/18/12-09/18/12	So You Think You Can Dance	Tu 8-10p	-Tu-----	:30	\$4,425.00	NM		
		Ⓜ MG for 45.1,46.1										
N 47	KVVU	09/19/12	09/19/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--2----				2	\$1,200.00			
N 48	KVVU	09/19/12	09/19/12	Fox 5 News at 5	5-530p		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--1----				1	\$375.00			
N 49	KVVU	09/19/12	09/19/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--1----				1	\$385.00			
N 50	KVVU	09/19/12	09/19/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--1----				1	\$550.00			
N 51	KVVU	09/19/12	09/19/12	Extra	M-F 7-730p		:30			NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--1----				1	\$385.00			
N 52	KVVU	09/19/12	09/19/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--1----				1	\$475.00			
N 53	KVVU	09/19/12	09/19/12	TMZ	730-8p		:30			NM	1	\$525.00

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<u>Advertiser</u>	<u>Original Date / Revision</u>
NRCC	06/14/12 / 08/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--1----				1	\$525.00			
N 54	KVVU	09/19/12	09/19/12	More M-F 9-10a	M-F 9a-10a		:30			NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--1----				1	\$170.00			
Totals											60	\$55,765.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/20/12	60	\$55,765.00	\$47,400.25
<b>Totals</b>	<b>60</b>	<b>\$55,765.00</b>	<b>\$47,400.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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REP HEADLINE# 6180278 TRF# 480362  
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP AUG13/12 13.0  
\*\*\*CHANGES\*\*\* \*\* KVVU-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/NRCC-IE REP. # \_\_\_\_\_ OFF. # 762 SALESMAN # \_\_\_\_\_  
AGY # \_\_\_\_\_ AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC BUYER NAME BEN ANGLE

815 SLATERS LANE SALES PRSN PH- TERESA DIFURIA  
ALEXANDRIA, VA 22314

ORDER # \_\_\_\_\_ CONTRACT # 6180278 CLASS: NATL. LOCAL REGIONAL

PRDCT NRCC IE 2012 EST#2599 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP14/12 SEP20/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE AUG13/12 13.01

REP: TO ROSE  
FR NIKKI  
OK'D M5 SEE LINE 59  
TOTAL SAME  
PLS CNF THANKS

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 155 AGENCY EST# = 2599  
AGENCY PRODUCT CODE = 426

9	S		800P-900P	30		\$1,850.00	9/14	9/14	0		FRI	0
PROGRAM : HOUSE												
RA35-64 : 4.4												
CON COM1: HOUSE												

59	A		800P-900P	30		\$1,850.00	9/14	9/14	1		FRI	1
PROGRAM : TOUCH												
RA35-64 : 4.4												
ORD COM1: PRG CHG. PRE-BOOKED PLS APPROVE.												
THIS IS A MAKE-GOOD FOR SEP14 ON LINE-9 FOR 1 SPOT/WK												

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG13/12 13.0  
 \*\*\* KVVU-TV \*\*\*  
 REP HEADLINE# 6180278 TRF# 480362  
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:  
 M5 OK'D BUY#9 MISSED: FRI/800P-900P SEP14 30S \$1,850.00 (AUG10/12)  
 OFFER: FRI/800P-900P SEP14 30S \$1,850.00 PLS ADVISE.  
 CMT: PRG CHG. PRE-BOOKED PLS APPROVE.

SEP/12 55765.00  
 CONTRACT TOTAL 55765.00  
 TOTAL SPOTS 60

MARKET TOTALS \$253,477 KVVU 22% KSNV 37% KLAS 22% KTNV 15% KVMY 3% KVCW 1% CABL 0%  
 KTUD 0%

SVC- NSI  
 DEMOS- RA35-64\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE